



Date: June 22, 2018

To: Mayor and Members of the City Council

From: Patrick H. West, City Manager *PLW*

Subject: **Update on City Strategic Communications Plan**

At its August 22, 2017 meeting, the City Council requested that the City Manager develop a *Neighborhood Engagement and Community Communications Plan*. On January 31, 2018, the City Manager's Office provided an [update](#) to the Mayor and Council announcing that a comprehensive City Strategic Communications Plan (Plan) was being developed, and neighborhood engagement would be a component of said Plan. The update also outlined various communications channels and recent activities under the purview of the Public Affairs and Communications Team (Team), including digital communications, community and media relations, event coordination, interdepartmental communications and City branding.

In April, the City Manager's Office hired a Special Projects Officer who joined the Team and whose responsibilities, under the direction of the Public Affairs Officer, include Citywide internal communications with a focus on key initiatives and coordination amongst departmental communications staff. As such, the Special Projects Officer, working with the rest of the Team, will take a leading role in developing the Plan.

During development of the Plan, the Team continues to implement or advance new strategies and tactics to raise public awareness and increase engagement with residents for key City priorities. Some recent initiatives and achievements include:

- Launched major homelessness initiative, Everyone Home Long Beach, with a weeklong media blast including, a dedicated [website](#) and hashtag (#EveryoneHomeLB), approximately 50 social media posts, custom infographics, Facebook live of Multi-Service Center, and a [co-authored op-ed](#) in the Press-Telegram by Mayor Garcia and City Manager Patrick H. West.
- Launched [InsideLB](#), the City's first blog. InsideLB focuses on human interest stories highlighting the City's work and the people of Long Beach, in a unique way. Recent posts have included inspirational stories regarding how the City is working to [address homelessness](#), a great [affordable housing project](#), the [College Promise](#), [small business](#), the importance of [Measure A](#), and a [young Long Beach swimmer](#), who has his eye on the Olympics.
- Proactively pitched regional and national news media, and received significant positive news coverage from the [New York Times](#), [Los Angeles Times](#), [NBC4](#), and several other Los Angeles-based broadcast news stations, among others.
- Increased social media followers by 21 percent since last year and more than doubled (110 percent) engagement on the platforms.

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The Team will continue to develop new opportunities to reach and inform the public. An update on the progress of the Strategic Communications Plan will be provided to the City Council in 90 days.

If you have any questions regarding the Plan, please contact Public Affairs Officer Kevin Lee at (562) 570-6811.

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